



2023 Campaign Key Messages

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Find your local Dress for Success Affiliate here.

Campaign Key Messages

Empower Hour 2023

This International Women's Day, 8 March, Dress for Success is on a mission to empower more than 700 women to face their job search with the confidence, clothing, and tools to get hired.

The ask is simple, but the impact is huge – for the month of March to celebrate International Women's Day, Dress for Success is asking Australians to pledge one hour of pay to help a woman overcome the barrier of unemployment, supporting her journey to financial independence.

The average full-time employee works around 2,000 hours a year. Dress for Success is asking for one hour for investment in the future - because when women work, families thrive, communities prosper, and the economy grows.

Calculate your hour

Simply take your annual salary and divide by 2,000. For example, an \$80,000 salary is \$40/hour.

EMPOWERHOUR

BY DRESS FOR SUCCESS®

Call to Action

Support Dress for Success in their mission to empower more than 700 women to face their job search with the confidence, clothing, and tools to get hired.

#EmbraceEquity and donate one hour of your pay to empower a woman to change her future, dressed from the inside out.

Donate your hour now at www.empowerhour.org.au

#IWD2023 #EmpowerHour #DressforSuccess #empoweringwomen #dressedfromtheinsideout
#EmbraceEquity #CrackingTheCode

IWD2023 themes

- [International Women's Day](#)'s theme is #EmbraceEquity
- [UN Women Australia](#)'s theme is #CrackingTheCode: Innovation for a gender equal future

Equality means each individual or group of people is given the same resources or opportunities.

Equity recognises that each person has different circumstances, and allocates the exact resources and opportunities needed to reach an equal outcome.¹

Innovation is a key driver of disruption and change and is critical to achieving a gender equal future. Equality will only be achieved with bold transformative ideas, inclusive innovation, and lasting solutions.

Dress for Success works to bridge the gap for vulnerable women by addressing unconscious bias and creating fairness and equality for jobseekers who identify as female; instilling confidence, building resilience, and restoring dignity to not only 'get the job' but to 'thrive in the job'.

Dress for Success has always been innovative in their work empowering women into economic independence and to transform their futures, for the better. By providing women with pathways to education and careers across all industries, and at every level, their services aim to see full and equal participation for the women served.

Why Empower Hour is so critical right now

Dress for Success services are more important than ever as women, especially vulnerable women, continue to be disproportionately affected by economic downturn.

With the costs of living steadily increasing and the ramifications from the pandemic to be felt for years to come, economic participation is one of the greatest enablers for women to have control over their lives and the choices they make. Moving away from underemployment and unemployment lifts living standards now and ensures a secure future as they age.

1. The gender gap in Australia

Women face several barriers in entering the workforce and particularly re-entering work after time off for caring roles. Australia's gender-segregated workforce, the gender pay gap, overrepresentation in lower paid roles, part-time work, and time out of the workforce due to disproportionate caring responsibilities – all these factors compound to push down women's earnings – and their super balances – and increase the risk of aged poverty.

Workforce underrepresentation:

- Australia ranks 1st for women's education but 70th on women's economic security and opportunity.²
- The gender gap in Australia has grown 6% over the last year to 22.8%.³ Six months out of work can add another \$100,000 to the \$2 million average lifetime earnings gap between men and women.⁴

Loss of superannuation:

- Women in Australia retire with about 20% less superannuation than men on average.⁵

Unequal unpaid work:

- Women continue to bear the workload of unpaid care in Australia; on average women spend 64% of their 'working hours' with no remuneration in comparison to men (36%).⁶

2. The cost of living in Australia

Australia, like the world, is facing an inflation crisis with women set to pay the biggest price. The crisis threatens to not only unravel social progress on closing the gender pay gap but will steadily increase the percentage of the biggest homeless cohort – women over age 55.

The housing crisis:

- Rental stress is the fastest growing cause of homelessness in Australia with vulnerable people (including families, women fleeing domestic violence, and older people) and regional areas hardest hit by housing crisis.⁷
- There are over 20,000 homeless Australians aged 55 or over and women are massively over-represented within this population.⁸

The cost-of-living crisis:

- A cost-of-living crisis is expected to hit women the hardest; women disproportionately have lower income, less engagement in the labour force and poorer health.⁹
- People with childcare responsibilities especially single parents are significantly more likely to fall into poverty during an economic downturn.⁹

3. Financial insecurity threatens women's health & wellbeing

Underemployment, unemployment, insecurity, and debt are all forms of financial stress that affect women's safety and wellbeing. Unfortunately, poor health and safety can also adversely affect women's workforce participation. When these factors are combined with an economic downturn, as we have seen in Australia following the pandemic, this can compound the stress and negative outcomes experienced by already marginalised women.

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Housing / Mental Health / Abuse

- Women who experience homelessness have poorer outcomes across a range of domains, including physical and mental health, emotional wellbeing, nutritional outcomes, employment outcomes, long-term economic well-being, and relationships. They may also endure greater safety issues. For women with children this can impact multiple generations. Error! Bookmark not defined.
- Unemployment during COVID-19 effected women's mental health more than men with 28% women rating their mental health is "poor" compared to 18% of men.¹⁰
- 32% of Australian women have taken time off work due to mental health challenge.¹¹
- Nearly 1 in 30 women (380,000) in Australia have been subjected to financial abuse compared to around 1 in 50 men.¹²
- Over 1 in 4 women (26%) in Australia who had experienced physical or sexual violence in the first 12 months of the pandemic said they had been unable to seek assistance on at least one occasion due to safety concerns.¹²

International Women's Day

International Women's Day (8 March) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality.¹³

International Women's Day was first born out of labour movements at the turn of the twentieth century in North America and across Europe.¹⁴

Australia's first International Women's Day was held in 1928 in Sydney. Organised by the Militant Women's Movement, women called for equal pay for equal work, an 8-hour working day for shop girls and paid leave. The next year the event spread to Brisbane. In 1931, annual marches were launched in both Sydney and Melbourne and both marches continue to be held today.

About Dress for Success

Dress for Success Worldwide

Dress for Success is a global not-for-profit organization that empowers women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life.

Since starting operations in 1997, Dress for Success has expanded to almost 150 cities in 25 countries and has helped more than 1.2 million women work towards self-sufficiency.

Dress for Success in Australia

Powered by Volunteers, every year Dress for Success Australian Affiliates support more than 5,000 women into employment across the country.

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The signature Styling service and suite of Career Support offerings aim to help women overcome bias and discrimination when entering or re-entering the workforce - at no cost to the women needing the services. Transgender and nonbinary individuals, comfortable in women's spaces, are warmly welcomed.

Our programs & services:

- In-person & Virtual Styling for interviews, 'Got the Job' mix & match wardrobes, life events, regional outreach, court appearances & release and disaster relief
- One-on-one job preparation services; Career Coaching, mentoring, mock interviews and resume drafting
- [Dress for Success Career Hub](#); a holistic suite of workshops and resources available 24/7 for women in Australia

Dress for Success Australia's collective annual impact:

- 2,070 styling sessions
- 989 outreach parcels delivered
- 436 career support workshops
- 3,140 workshop attendees
- 26,013 clothing items gifted
- 26,501 volunteer hours

The impact of your donation

\$1000	Transform a woman's future with six months of one-on-one Career Coaching, resume drafting support, interview preparation, access to digital career support workshops and webinars, connections to prospective employers, and her new interview outfit. Plus, a full week's wardrobe when she gets the job.
\$500	Transform a woman's future with three months of one-on-one Career Coaching, resume drafting support, interview preparation, access to digital career support workshops and webinars, connections to prospective employers, and her new interview outfit. Plus, a full week's wardrobe when she gets the job.
\$350	Provides the support a woman needs to move from welfare to the workforce – professional clothing and access to digital workshops, resume and mock interview support.
\$200	Provides a Styling session for one woman with a fashion stylist, and clothing and accessories for that all-important interview.
\$150	Provides access to three professional development workshops, facilitated by experts in their field.
\$50	Provides a woman resume drafting and mock interview support to help her secure and nail that interview.
\$25	Provides a woman one-on-one resume drafting support with an HR / Recruitment Specialist.

Sources:

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- ² Monash University: 'Women's Health and Wellbeing Scorecard: Towards equity for women', 11.2022, https://www.monash.edu/_data/assets/pdf_file/0014/3114221/womens-health-and-wellbeing-scorecard_embargo-dec-22.pdf
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- ¹² Australian Government, Australian Institute of Health and Welfare: 'Family, domestic and sexual violence', 09.11.2022, <https://www.aihw.gov.au/reports/domestic-violence/family-domestic-and-sexual-violence>
- ¹³ <https://www.internationalwomensday.com>
- ¹⁴ <https://unwomen.org.au/get-involved/international-womens-day/about>